

## **Змістовий модуль 1. Понятійно-теоретичні основи професійної комунікації іноземною мовою**

### **Тема 1. Основи спортивної комунікації, її види й особливості.**

**Lead-in:** Before reading Text 1, answer the following questions:

1. How would you describe good/effective communication sports? Why is it important?
2. How often do you start up a conversation with strangers?
3. What forms of communication do you know?
4. What forms of written and spoken communication do you like using? Why?
5. What problems can people have with the different forms of communication?

 **Text 1.** Read the text and summarise the main points in 10-15 sentences.

#### **THE IMPORTANCE OF COMMUNICATION IN SPORTS**

If you are considering a career in sports administration, it is a good idea to think about what drew you to sports in the first place. Perhaps, it was the hard work and physical conditioning, or maybe the fun and excitement of the game. For many, playing sports is attractive because of the social interaction: being part of a team working toward a common goal. The desire to be part of a community is an important aspect of human nature, and communication is perhaps the most important part of developing a healthy community.

The same is true in a sporting community. Research shows that developing good communication between coaches and players results in better, more effective teams. In addition, healthy communication – both internal and with the public – is vital to creating successful business environments. These are some of a sports organization administrator's most important responsibilities.

#### **Is Communication in Sports Different from Communication in Other Areas?**

Generally put, communication involves people interacting with one another to convey information. The most obvious form of communication is linguistic (expressing oneself verbally or in writing), but body language, behavioral mannerisms and many other interpersonal signals are also forms of communication.

When thinking about communication in sports, the available methods can seem very specific. A quarterback uses a nod of the head to indicate which direction the receiver should cut. The coach calls a play using a series of gestures known only to his or her team. Although these forms of communication may seem particular to the game, they are analogous to non-verbal cues people use in everyday life. A nod or shake of the head, a thumbs up, or any other motion or gesture that people use to convey something to someone else are all similar types of non-verbal communication. As far as interpersonal verbal communication goes, clear and constructive communication between players, coaches, administrators, parents and others involved with a team parallels positive communication in any other organization.

#### **The Importance of Communication for Coaches and Players**

Many studies have shown the benefits of good communication in competitive athletics. Players who know how to effectively interact with each other will work together better, forming a stronger overall team. However, learning to communicate one's thoughts and feelings clearly and effectively without hurting or offending others can take time. Fostering this knowledge in players is primarily the responsibility of the team's coach. Workshops in effective communication are a part of many successful athletic programs, and coaches who communicate openly with their athletes can model effective interaction by speaking directly, listening attentively and valuing others' opinions. Positive communication in sports can also benefit from common practices like pre-game meetings, when the team and coaching staff can come together to give feedback, discuss strategies and set goals for the day.

### **The Importance of Communication for Administrators**

Administrators have many responsibilities in sports organizations, as they have a hand in overseeing every aspect of their organizations. Most of these aspects involve communication, including coordinating and monitoring the coaching staff, making budgets with financial planners, interviewing prospective employees and athletes, and meeting with investors, owners, or officials. Improving the communication of the staff and management of any business has shown to maximize productivity and improve employee morale. This can result in a more successful business with higher retention rates.

Another important aspect of administrative communication in sports is an organization's public relations with parents, media and fans. Administrators need to work hard to develop good relationships based on clear and constructive communication with parents in the collegiate and high school settings. In professional sports, interactions with the media and fans are integral. New research shows that an authentic and genuine connection with fans through various forms of communication, including social media, plays an important role as well.

The importance of communication in sports is clear to researchers – it is integral to successful sports organizations. Teams that promote positive communication and respect among players improve overall motivation. Coaches who learn to communicate effectively with their athletes can deliver positive feedback and constructive criticism in ways that actually influence players' performance.

Similarly, administrators who support open interaction in the workplace create positive working environments, which can result in more effective organizations. Communicating directly and positively with the public through every available channel (including traditional and social media) fosters public support and the personal connections organizations need to build committed fan-bases.

**✍ Assignment 1.** Which of these words apply to good communicators and which apply to bad communicators? Add two adjectives of your own to the list.

articulate	coherent	eloquent	Extrovert	fluent
focused	hesitant	inhibited	persuasive	rambling
reserved	responsive	sensitive	succinct	vague

✍ **Assignment 2.** Which of the words in Assignment 1 have these meanings?

1. concise
2. clear and easy to understand
3. reluctant to speak
4. good at influencing people
5. talking in a confused way
6. outgoing
7. able to express ideas well
8. eager to react and communicate

✍ **Assignment 3.** Complete the extract below with the verbs from the box.

clarify	confuse	Digress	engage	explain	interrupt	listen	ramble
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Good communicators really \_\_\_\_\_ to people and take in what is said. They maintain eye contact and have a relaxed body language, but they seldom \_\_\_\_\_ and stop people talking. If they don't understand and want to \_\_\_\_\_ something, they wait for a suitable opportunity.

When speaking, effective communicators are good at giving information. They do not \_\_\_\_\_ their listener. They make their points clearly. They will avoid technical terms, abbreviations or jargon. If they do need to use unfamiliar terminology, they \_\_\_\_\_ by giving an easy-to-understand example. Furthermore, although they may \_\_\_\_\_ in order to elaborate a point and give additional information and details where appropriate, they will not \_\_\_\_\_ and lose sight of their main message. Effective communicators who have the ability to \_\_\_\_\_ with colleagues, employees, customers and suppliers are a valuable asset for any business.

✍ **Assignment 4.** Complete each sentence with the best word.

1. Good presenters rarely ramble. They usually try to be as \_\_\_\_\_ as possible.  
a) inarticulate                      b) hesitant                      c) succinct
2. Her arguments were so \_\_\_\_\_ that we all agreed to her proposal.  
a) fluent                      b) extrovert                      c) persuasive
3. The audience were very \_\_\_\_\_ and carried him through his difficult presentation.  
a) responsive                      b) eloquent                      c) coherent
4. She is a very \_\_\_\_\_ person. She always keeps her attention fixed on what she wants to achieve.  
a) sensitive                      b) focused                      c) fluent
5. He never says what he thinks or shows what he feels. How can anybody be so \_\_\_\_\_?  
a) rambling                      b) fluent                      c) reserved
6. Everybody seems so \_\_\_\_\_ here. They behave and speak freely, and do not really care what other people think.  
a) incoherent                      b) articulate                      c) uninhibited
7. We know that not all politicians are \_\_\_\_\_. Some of them even use an autocue.

a) eloquent

b) inhibited

c) hesitant

✍ **Assignment 5.** Match these words to make compounds and collocations relating to communication, e.g. 1-f (extensive vocabulary).

1	Extensive	a	accuracy
2	Eye	b	communication
3	Body	c	contact
4	Grammatical	d	humour
5	sense of	e	language
6	Effective	f	vocabulary

✍ **Assignment 6.** Complete the following phrases with *say* or *tell* as appropriate, then fill in the gaps in the sentences that follow, using the appropriate form of *say* or *tell*.

- \_\_\_\_\_ a story
- \_\_\_\_\_ the time
- as far as I can \_\_\_\_\_
- \_\_\_\_\_ yes or no
- \_\_\_\_\_ sb to do something
- \_\_\_\_\_ the difference
- \_\_\_\_\_ sb what to do
- \_\_\_\_\_ hello / goodbye
- \_\_\_\_\_ a lie/ lies
- \_\_\_\_\_ what you mean
- \_\_\_\_\_ sm under your breath
- \_\_\_\_\_ a joke

- Can you think of situations when it might be better not to \_\_\_\_\_ the truth?
- How easy or how difficult do you find it to \_\_\_\_\_ other people to do things for you?
- In meetings, how often do you \_\_\_\_\_ what you think?
- Have you ever \_\_\_\_\_ a joke in English?
- How easy or how difficult is it to \_\_\_\_\_ the difference between the banknotes used in your country?
- Can you \_\_\_\_\_ “How are you?” in more than three languages?
- When you were a child, did you use to do as you were \_\_\_\_\_?

📖 **Text 2.** Read the text, summarise the main points in 10-15 sentences, and discuss the questions that follow.

## UNDERSTANDING THE DIFFERENT TYPES AND CHANNELS OF COMMUNICATION

Understanding the different types and channels of business communication is a key to using them effectively. Each type serves a specific purpose and understanding these can help in choosing the right method for the right situation. Each type of communication used in businesses plays a unique role in conveying messages and building relationships.